

# *Even More* **PINTEREST**

*Pinterest Best Practices  
and Tips*

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## **WHAT'S THE FUSS ABOUT PINTEREST?**

You can't really avoid seeing the word Pinterest anywhere you look today in the social media world. News about Pinterest is literally being splashed about all over the place. So what exactly is Pinterest and should it be a tool that you need to incorporate into your business?

The easiest way to explain what Pinterest is is to look at it as a virtual image board. People 'pin' photos and videos to boards and others can 'like' them, add comments or 'repin' to their own boards.

Pinterest can be a great way to visually share the things you like. This can be as simple as sharing home decorating tips, showing off new furniture or even photos of your pets or your garden! The only limit to what you can share is set by your imagination!

Items are pinned to various boards which can be related to using categories on a blog post or website. A board can be labelled with your terms such as:

Favorite Books/Movies

Things I love to Eat

My Garden

Places I would love to Travel to

And more...you get the idea.

Remember at one time you may have used a scrapbook to paste all your favorite things into? Well Pinterest is the virtual equivalent to this! You can now have your own personal online scrapbook which can be shared worldwide.

Of course this worldwide sharing idea is a boom to internet marketers. For anyone promoting a business there are ways to incorporate Pinterest into your marketing endeavors.

The most important thing to remember about Pinterest is that it is a visual site. If your business includes designs, images and photos, then you could really benefit from adding this new social site to your arsenal.

Pinterest has now been around for about two years, but it has become increasingly popular in the last 6 months or so. The most popular group of users are women in their mid-twenties to thirties. With the increase in Pinterest, though, more men and businesses are trying to discover just how they can take advantage of this upcoming social trend. Don't you ever wish you were in at the beginning of the Facebook age?

Pinterest has rules and etiquette policies that must be adhered to including being respectful, crediting sources and being authentic. If you have discovered Pinterest, now is definitely the time to create an account and start pinning some images to your boards.

## **GETTING STARTED WITH PINTEREST**

Currently you need to be invited to Pinterest in order to setup an account. This can be done by visiting their main site and requesting an invitation and then waiting for one to be emailed to you, which normally takes a day or two. Your other option is to be invited by someone who is already a member of Pinterest. This last option is probably the quickest method. If you ask on your Facebook page, one of your friends is more than likely to have an account and can invite you.

Once you have your invitation, you create your account by logging in with your Facebook or Twitter account. Then you simply follow the instructions to set up your account.

Once these basic steps are completed, it is now time to start with the fun things like creating your boards and pinning images to them. Keep in mind that Pinterest is a social site, so be social! Even if your intention is to advertise your business, start off by getting your name out there and being active with other members.

The best way to do this is by repinning images you like to one of your boards. You can have lots of boards, so we would suggest that you make a few favorite or fun boards. Don't forget people love humor, so if you have this type of streak in your personality, let it shine through.

Here are a few examples of boards you could create:

My Daily Laugh Board  
Favorite Breakfast Dishes

Best Books I Have Read

My Leisure Activities

My Wish List

My Dream Vacations

Each board will become a mini photo album of all your favorite things and is a good way to display your personality along with your business. There is no harm in pinning pictures of your business. You can show your home office with images of your desk, computer, office chair, plants etc. At first you want to refrain from blatant self promotion. As with any social site, this is considered a big NO NO!

When you visit the home page of Pinterest, you can see everything that is currently being pinned. Browse through them and start clicking the like button. If you see something that really catches your attention repin it to your own board.

At the same time make note of who is pinning what and look for people who are in the same type of business as you. You can follow these people and see exactly how they are using Pinterest in their business. This can give you great ideas of just how to use Pinterest to your advantage in business.

## **EASY WAYS TO USE PINTEREST**

When it comes to using Pinterest, being creative and thinking outside the box is going to be extremely helpful to you. Whether you are planning on using Pinterest for business or pleasure, you want to make your content stand out from the crowd!

When you visit the main page of Pinterest, you are met with hundreds of the latest pins. Which ones are you drawn to and why? Make a note of what appeals to you and try and use this same type of attraction with the items that you pin.

Here are some neat ways to use Pinterest:

Use your boards to brainstorm and mind map a process. This could be a great way to develop new content, and you never know who might make a comment that could really help you.

Use one of your boards to brand your business. Post images that reflect what your business is about and what you offer.

Use your Pinterest account to get exposure. Even commenting and repinning will get you noticed amongst other users.

Why not host a contest or competition and ask people to pin pictures in a certain category or theme? This is a fun idea and could result in tons of new followers for you.

Post images of your products which are on your e-commerce or website. By just exposing people to things you may create a need that the people didn't know they had.

A board is a great way to start a discussion or even a poll. You can ask people to Pin their favorite brand of certain items and then discuss what they do and don't like about it. This could turn into very valuable market research material.

Remember that you can create numerous boards. When you first sign into your account you are given 5 boards. You can easily add more boards from your profile.

Even when promoting a business you still want to share information about who you are. This should include books that you read and blogs you follow. Many marketers include their favorite foods and restaurants. If you travel and visit a wonderful place create a board for it!

All of these steps you are developing a following but more importantly you are building trust in possible business connections for the future. Don't overlook Pinterest. Instead, think outside the box and use your account a little differently.



## **FINDING CONTENT TO PIN**

As with anything new, it is easy to create a Pinterest account and pin your favorite images. But then the novelty wears off and you start wondering what you can pin next! Below you will find some ideas of where to find content and what to pin.

Basically your Pinterest account is a showcase for your personality and your business. You want to create a friendly, approachable and socialable image. Always keep this in mind when looking for content to pin, and you will be fine.

Another way to find content to Pin is to look for things that cover your hobbies and interests. You can add pictures of athletes and your favorite exercise routines. If you are losing weight post photos of the types of foods you eat.

If you read a good book or article ,why not pin an image relating to that? All you need do is add a short description and you are done.

Other ideas of what to pin, include any items that you are thinking about purchasing. Do you need a new gas grill or patio set? Pin some images and ask others for their opinions and suggestions on what they would buy.

If you truly run out of ideas for what to pin just spend a few minutes repining other images that catch your eye.

Music is another great thing that you can repin, just find videos with your favorite songs on and post them to your board. You may even be able to find the lyrics to post as well. You may have to do a screenshot to save them as an image which is easy to do.

Look in your newspaper each day for additional topics to pin. When you send a Tweet, see if there isn't an image you could pin to go along with it. Recipes are another great item for content along with photos of what you have cooked. If you don't want to take the photos yourself, then use free image sites to find suitable pictures.

By just looking at the Pinterest main page you can get lots of ideas of what to pin to your own account. In addition to adding new content, always remember to share some content regularly and leave some great comments. By doing this your boards will be full of useful content that others are more than happy to share.

## **ARE YOU PINNING VIDEOS?**

One overlooked aspect of Pinterest is using videos especially when it comes to promoting your business online. Think about it. YouTube generates the next highest amount of traffic after Google, so why not take advantage of this?

There are certain ways you can use videos to your advantage on Pinterest. You want to make use of your thumbnails. Try to have a video image on your thumbnail that looks sharp. If it looks more like an image versus a still frame, the chances of it being repined are higher!

Choose your image carefully and make it reflect the video and your company image. It may help to offset the background to make it look sharper. Using the highest resolution you can will also create a great looking thumbnail.

When creating video boards it is a good idea to have several video boards, and not just one where you lump all your videos together. Create video boards the same way you did with your regular boards. You can even label them the same and just add the word 'video' to the end of the new board.

You may want to use your own videos on your board and then add similar videos from others that help enforce your message. What you are essentially doing is curating your videos!

Even though the average user stays on Pinterest longer than other social sites, you still want your videos to be short whenever possible.

Of course, some videos that are related to DIY projects will be longer. Include the length of the video in the description field. Short videos will entice more people to view what you have.

When making a video specifically for Pinterest, don't forget to tell people to Pin the video. This is a call to action and tells the viewer what to do next.

Always fill in the description field on your video, it is there for a reason so make use of it! Another great idea is to Repin other videos and then let the person know that you added it to your Video Board by leaving them a comment.

Whether it is an image or video, repining is one of the 'best practices' you can do for your business. Sharing content is what this site is all about and by sharing, you will undoubtedly get more followers.

Pinterest is not an account where you can create a million followers in one day. It is a place to build a reputation by sharing and the followers will come.

## **GENERATING TRAFFIC TO YOUR PINTEREST BOARDS**

One of the quickest ways to start driving traffic to your Pinterest boards is by following the leader. This concept is true for Twitter. If you follow the high profile person in your niche, then you are more likely to generate more followers for yourself. Also, doing this gives you the opportunity to see how this person is marketing their business. Who said spying on the competition isn't a good thing!

The biggest mistake you can make on your boards is to only promote yourself. While there is nothing wrong about boasting about a new achievement or your first Kindle book, don't center everything around your business.

Always remember that the key to social media is to share, and it is no different with Pinterest. If you share and repin other people's content, you are more likely to see more traffic back to your site in the end.

It is possible to create backlinks to your site through your boards. For example, you can post an image of an affiliate product with your link on it. Then write a review of this product and link to that. When you write the review article, include several photos for Pinterest users. This way you can get different images pinned more times. Posting popular images could possibly result in a number of backlinks very quickly.

Leave detailed comments on images and videos that you like and repin. By taking the time to write a comment, you are creating a name for yourself. Also, you are being social and sharing content, which is what Pinterest wants you to do.

Writing quality comments will get you noticed and will get your comment repined as well as creating more traffic. All of these things may sound small and won't take that long to do, but the results could be huge. Imagine if your comment went viral, think of all the traffic your site could see! The potential is there. You just need to tap into it.

You can drive more traffic to your blog simply by adding more images. By having more than one image or by including a video, people have options of what to pin. This results in more pins for your blog. Don't forget to include a Pin Me button on your blog, ideally below each image. Make it easy for people to share, and they will simply click without thinking and help generate more traffic for you.

## **PINTEREST FOR OFFLINE BUSINESSES**

An offline business can benefit from Pinterest as well. This is a particularly great way to introduce the concept of marketing on line to a business owner. Why not show them a free way they can get added exposure for their business.

If your business model includes catering to offline clients, you can try the following out on Pinterest.

Set up a few boards featuring local stores, restaurants, sporting events and places of interest to visit. Showcase them and include details of where they are located and what their hours are. You can essentially be giving local businesses some free exposure while branding yourself.

You could feature local restaurants on one board and stores on another. Then add descriptions about what you like best about them etc. If your goal is to help these businesses create an online appearance, what better place to start? You can show them what can be done with a site like Pinterest for free.

A restaurant could easily post images of their menus, dishes and even their friendly staff! You might want to make a few informational videos for them as well. If you can get these images and videos repinned, the business owner is sure to be impressed. What customer wouldn't like to see the inside of a restaurant? The images and videos you could post are almost limitless.

Even businesses such as doctors, dentist offices and physiotherapists could offer images of the machines they use as well as what their offices look like inside.

Each image could include a short description along with some contact information. In the same theme you could create your own coupons and special offers and pin them to a board. This could be a great way to get your content distributed all over the place quickly.

If you create websites for clients, don't forget to add plenty of images as well, along with a Pin This badge. Having new images on a regular basis provides the readers with lots of sharing options.

An offline business can easily share images of new products or services as they become available. The whole idea is to be creative and original with your content. Pinterest is still considered a new social media site so it really is in the interest of your offline clients to start using it as soon as possible.

Pinterest offers you a way to show your clients what you can do for them as opposed to just telling them. Why not start with some free offers and see if this doesn't generate some new clients for you?



# **INCORPORATING PINTEREST INTO YOUR BUSINESS**

Social Media has definitely changed the way we interact with people. Most people get up each morning and check their Facebook accounts without thinking twice! If you run any type of business at all, you need to incorporate some form of social media marketing into your business plan.

The important key to Pinterest is the amount of time people spend on the site. Instead of just logging in to check messages, it is reported that the average Pinterest user stays on the site for 90 minutes! Think about how you could leverage this for your business.

Ninety minutes gives you lots of time to attract the attention of users. With this time span you want to connect with potential customers/clients. The hardest part for any business is connecting with users visually!

Instead of just leaving some form of promotional or motivational message, you need to grab someone's attention by the use of images and videos. Think about the best way you can do this for your business. It will also depend on the type of business you have. Can you convey messages with images that relate to what you have to offer?

For example, a book publisher or content creator could add book covers to their boards. One way to do this is to have an Up and

Coming Board or a New Product Released board. Remember that you do not want to overly self publicize your business.

As with any social site you want to get a following, the same way as a marketer is told to build their list! Find people with the same business interest as you and follow them, most will follow back. One thing to note is that you don't have to follow every board a person has. You can choose to just follow one if you prefer.

Don't forget who your target market is? Follow these people too! As you see that your Pins get more and more comments, likes and repins, you can include one or two relating to your business. This is where the New Product board comes into play. If viewers have enjoyed your Pins, there is no reason why they won't visit your product related pin.

One savvy marketer uses a story concept board to engage her followers to follow each pin as it unfolds a story. You could use this concept in your business!

## **TAKING CUSTOMER ORDERS WITH PINTEREST**

If you run any type of customer service business you know that instructions can be misread. This ends up in the customer being irritated because their order wasn't done correctly. What if you could rectify this with Pinterest?

When customers can show rather than tell you what they want, everyone wins. You save time and don't have to end up redoing

work or calming an irritable customer down. The customer is happy as their order is done right the first time!

How can you achieve this? By getting your customers to show you with images exactly what they had in mind.

This type of customer interaction will work for businesses such as wedding planners, cake designers and even graphic designers. If customers can actually Pin images to a board of examples of what they want, wouldn't you find this helpful? No more guessing as to what they actually meant!

This visual guidance could prove to be a godsend for your business. Right from the beginning your customers can place an order and provide you with examples of what they would like done. Right off the bat you can tell if this is something that you can actually do, and it might help you price jobs more exactly.

For a bride to show you examples of dresses or flower arrangements that she likes you will know what type of look she is after. You can then offer your suggestions and even post your own images in response. Or better yet, you could reply with a video and post that to the board!

This type of visual communication can show new customers the care that you take with your business. In fact you are building yourself a portfolio and references as you go. Other users can visit your board and see the process unfold from the wish list to recommendations

and then to the final product. Don't you think this type of attention to detail will be wonderful for your business?

You can have boards for each customer or one board for customer requests. People could propose ideas to you and then you can accept or reject the order. This would cut down on a lot of hassle and frustrations.

But Pinterest is a visual site and doesn't cater to long messages you can still leave descriptions with ideas and suggestions on your Pins and ask for feedback. If this idea appeals to you, it is worth testing to see how you can incorporate it into your business.

## **BEST BUSINESS PRACTICES FOR PINTEREST**

There are some businesses that have advantages with Pinterest for sure. These would include any type of business that uses images, graphics, screenshots or videos to enhance their business.

Remember that you must own the rights to any content that you pin on Pinterest. If your business can be showcased with images, then using Pinterest can be a smart business move.

If your sole reason for using Pinterest is for business, then claim your product or business name as your username. Currently your username is limited to 15 characters. Whether or not you intend on using this name, you should grab it to prevent anyone else from

claiming it. If you ever decide to sell your business, you have an account associated with your business name.

To really take advantage of Pinterest, set up your blog or website with lots of images and videos. Plus, don't forget to add the Pin It badge to your site. By letting people know that you are using Pinterest, they are more likely to share your images. Make the badge or button easy to find and if possible set it up to display after each post.

Let your current customers or clients know that you are now using Pinterest. This can be done very easily by connecting your accounts with your Facebook and Twitter accounts. With Facebook your Pinterest activity will display on your Timeline. Integrating across the board makes sharing easy for everyone. No more logging in to separate accounts every time someone wants to share or repin an image.

If graphics is your business, then you should seriously consider adding infographics to your Pinterest boards. These infographics can have detailed instructions on them showing a person how to perform a step-by-step process. At the end of the infographic, you simply add your website address. What better form of advertising could you ask for?

If you do a search on Pinterest, you will see plenty of these types of images on various boards. You can create infographics with

questions as well as tips for your business. As we mentioned before, letting your creative flair show is going to take you to the top with Pinterest. People love pictures/sharing, and what better way than to combine the two?

If your business doesn't yet use much in the way of images or graphics see if there is a way you could start incorporating some. The results could be amazing and help take your business to the next level.

## Some Recommended Marketing Tools for You to Use

**InnovoContests:** Where everyone is a Winner, an Innovative way to participate in various contests or host your own contest.

<http://www.innovocontests.com>

**PaidMembershipBlowout:** The Smart Way to Gain Access To Multiple Paid Membership Sites For Free AND Promote Your Own Membership Site.

<http://www.paidmembershipblowout.com>

**InnovoList:** The Innovative, New List-Building System for Smart Marketers.

<http://www.innovolist.com>

**MaxViralMarketing:** Quality Marketing Resources for Busy Marketers.

<http://www.maxviralmarketing.com>

**ShoppingSimplify:** The affordable all-in-one solution for your online store.

<http://www.shoppingsimplify.com>

**InnateApps:** Building Innovative Mobile Apps.

<http://www.innateapps.com>

**TrafficSlider:** Unleash The Power Of Explosive Traffic With This Brand New Dynamite Package Of Mind-Blowing Traffic Resources That Will Instantly Put You In Profit.

<http://www.trafficslider.com>

**MasterResaleRightsClub:** Instant Access to 1000+ Master Resale Right Products for less than \$15.

<http://www.masterresalerightsclub.com>

**InstantProfitMakers:** The Most COLOSSAL Download Package EVER Assembled For Webmasters & Designers In One Place!

<http://www.instantprofitmakers.com>

**InnateAds:** Essential Advertising Resources for Busy Marketers.

<http://www.innateads.com>